



WEWS

# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision      **312204 /**      Product      **OFA Add to Sked A 9.25-10.1**

Original Date / Revision      Agency Com      15%

09/24/12    10/01/12      Billing Contact

Advertiser **Obama / Democrat / Preside**  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Agency    **GMMB Inc**

Buying Contact  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep      00:20:00

Estimate #      **1844**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 75175

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	21	\$50,468.75	\$59,375.00	0.00	08/27/12	09/30/12	21	\$50,468.75	\$59,375.00
October 2012	6	\$13,430.00	\$15,800.00	0.00	10/01/12	10/01/12	6	\$13,430.00	\$15,800.00
<b>Totals</b>	<b>27</b>	<b>\$63,898.75</b>	<b>\$75,175.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					1	\$400.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$400.00		0.00			
N 2	WEWS	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00



WEWS

Print Date: 10/03/12

Page 2 of 4

Contract / Revision **312204** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10** Estimate # **1844**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMA 7-9a										
				M-F GMA 7-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					1	\$600.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$600.00		0.00		
N 3	WEWS	09/25/12	10/01/12	M-F 1-2p	CM	1-2p	MTWTF - -	:30	1	\$550.00	P-2	0.00 NM	1	\$550.00
				M-F 1-2p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					1	\$550.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$550.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WEWS	10/01/12-10/07/12		M-F 1-2p		1-2p	M- - - - -	:30		<del>(\$550.00)</del>		0.00 NM		
Credited														
[Flight ended. Adding cash to estimate 1537. -\$5,050 on this one. ]														
N 4	WEWS	09/25/12	10/01/12	M-F 5-6p News	CM	5-6p	MTWTF - -	:30	1	\$325.00	P-3	0.00 NM	2	\$650.00
				M-F 5-6p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF - -					2	\$325.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 5	WEWS	09/25/12	10/01/12	Monday DWS	CM	8-10p	M- - - - -	:30	1	\$4,500.00	P-3	0.00 NM	0	\$0.00
				Monday DWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - -					0	\$0.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$4,500.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	10/01/12-10/07/12		Monday DWS		8-10p	M- - - - -	:30		<del>(\$4,500.00)</del>		0.00 NM		
Credited														
[Flight ended. Adding cash to estimate 1537. -\$5,050 on this one. ]														
N 6	WEWS	09/25/12	10/01/12	Monday Prime C	CM	10-11p	M- - - - -	:30	1	\$12,000.00	P-2	0.00 NM	1	\$12,000.00
				Monday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - - -					0	\$0.00		0.00		
Week:		10/01/12	10/07/12	M- - - - -					1	\$12,000.00		0.00		
N 7	WEWS	09/25/12	10/01/12	Tuesday Prime Special	CM	DWTS Premiere II - T - - - - -	- T - - - - -	:30	1	\$14,000.00	P-2	0.00 NM	1	\$14,000.00
				Tuesday Prime Special										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- T - - - - -					1	\$14,000.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 8	WEWS	09/25/12	10/01/12	Thursday Prime B	CM	9-10p	- - - T - - -	:30	1	\$12,000.00	P-2	0.00 NM	0	\$0.00
				Thursday Prime B										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - T - - -					1	\$12,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WEWS	09/24/12-09/30/12		Thursday Prime B		9-10p	- - - Th - - -	:30		<del>(\$12,000.00)</del>		0.00 NM		
Credited														
[Credit spot. Adding spots to end of contract. Cash stays the same. ]														
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 9	WEWS	09/25/12	10/01/12	Thursday Prime C	CM	10-11p	- - - T - - -	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
				Thursday Prime C										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- - - T - - -					1	\$5,000.00		0.00		
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00		
N 10	WEWS	09/25/12	10/01/12		CM	8-9p	- - - - F - -	:30	1	\$3,500.00	P-2	0.00 NM	1	\$3,500.00



**WEWS**

Print Date: 10/03/12

Page 3 of 4

Contract / Revision      **312204**      Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    09/24/12/    10/01/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **OFA Add to Sked A 9.25-10.** Estimate #    **1844**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Friday Prime A															
Friday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,500.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 11	WEWS	09/25/12	10/01/12	Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
Friday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,400.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/25/12	10/01/12	Sunday Prime A	CM	7-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Sunday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/25/12	10/01/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Sunday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 14	WEWS	09/25/12	10/01/12	Sunday Prime D	CM	10-11p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Sunday Prime D															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 15	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$900.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00			
N 16	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
M-SU 11-1135P Late New															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF-S					1	\$2,400.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/25/12	10/01/12	M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
M-F 1202a-107a Jimmy K															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$600.00		0.00			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			
N 18	WEWS	09/25/12	10/01/12	MAC Football Daytime	CM	12-330p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
Mac Football Daytime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$175.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/25/12	10/01/12	NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
NCAA Prime Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$3,500.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/25/12	10/01/12	Thursday Prime A	CM	8-9p	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Thursday Prime A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WEWS**

Print Date: 10/03/12

Page 4 of 4

Contract / Revision      **312204**      Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    09/24/12/    10/01/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **OFA Add to Sked A 9.25-10.** Estimate #    **1844**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N20	WEWS	09/25/12	10/01/12	Thursday Prime A Thursday Prime A	CM	8-9p	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1			\$5,000.00			0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00			0.00			
N21	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----		0			\$0.00			0.00			
	Week:	10/01/12	10/07/12	M-----		1			\$1,300.00			0.00			
N22	WEWS	09/25/12	10/01/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$5,000.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/24/12-09/30/12	Sunday Prime A		7-8p	-----Su	:30		<del>(\$5,000.00)</del>		0.00	NM		
	See MG 22.2														
	[brk oversold]														
	2	WEWS	09/24/12-09/30/12	Sunday Prime D		10-11p	-----Su	:30		\$5,000.00		0.00	NM		
	Ⓜ MG for 22.1 09/30														
	Week:	10/01/12	10/07/12	-----		0			\$0.00			0.00			
N23	WEWS	09/25/12	10/01/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$400.00			0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00			0.00			
N24	WEWS	09/25/12	10/01/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$300.00			0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00			0.00			
<b>Totals</b>														<b>27</b>	<b>\$75,175.00</b>